REMARKS

This is a full and timely response to the outstanding Request for Information mailed January 25, 2005. Consideration and allowance of the application and presently pending claims are respectfully requested.

Exhibits A-E and G-K provide documentary evidence of various information pertaining to an exemplary web-enabled camera and HP Cartogra. That is, Exhibits A-E comprise various web-pages that provide information on one exemplary web-enabled camera and Exhibits G-K comprise various web-pages documenting one or more features of the HP Cartogra system.

With regard to the web-enabled camera, Exhibit A is a specification sheet pertaining to the Panasonic Palmcam PV-DC2590 (herein, "Palmcam"). Exhibit B provides a review of the Palmcam, with some explanation of the modem capability of the camera found on page 4 of the document. Exhibits C-E provide consumer reviews of the Palmcam, with some discussion of the modem capability in each review.

With regard to the HP Cartogra system, the HP Cartogra system has been renamed to HP Photo site (www.cartogra.com). HP Cartogra was a public site that enabled a user to share his or her photos. Software, as briefly described on page 4 on the review (Exhibit G) of Photosmart software that enables photo sharing through HP Cartogra, was provided to users to run on their PC. The software enabled users to "tag" one or more images on a digital camera that are to be sent to predetermined destinations and which further enabled the PC to parse these tags to ultimately send the images to various intended recipients. If the user selected email, then the images were delivered to the Cartogra site and emails were sent to the intended recipients with thumbnails of the images along with a link to the web where they can easily view, print, save, and/or upload the photos to on-line albums. Thus, the on-line service managed the sending/storage of pictures by email.

2

Exhibits H through K comprise various press-releases that provide further information about the HP Cartogra system.

CONCLUSION

In light of the foregoing information, Applicant respectfully requests favorable consideration and allowance of the present application and all pending claims. If, in the opinion of the Examiner, a telephonic conference would expedite the examination of this matter, the Examiner is invited to call the undersigned attorney at (770) 933-9500.

Respectfully submitted,
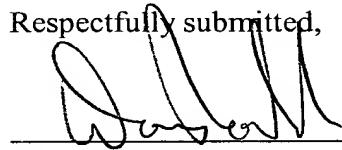
David Rodack, Reg. No. 47,034

EXHIBIT A

☺ ☹ 😐 😲 **Epinions**.com
a Shopping.com company

| CARS | BOOKS | MOVIES | MUSIC | COMPUTERS & SOFTWARE | ELECTRONICS | GIFTS | HOME & GARDEN | KIDS & FAMILY | OFFICE SUPPLY | SPORTS | TRAVEL |
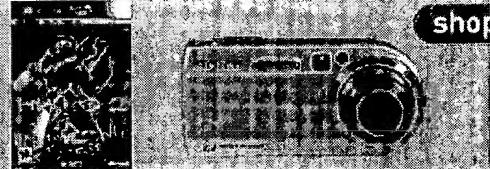
Search for [   ]   Digital Cameras ▼   Search   Advanced Search

Home > Electronics > Digital Cameras
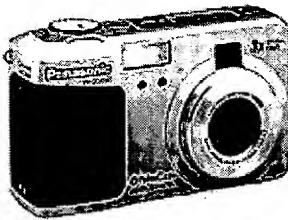
Panasonic Palmcam PV-DC2590 Digital Camera

Overall rating: ★ ★ ★ ★ ☆
Reviewed by 6 Epinions users

Write a Review

➜ **Compare Prices**

➜ **View Details**

➜ **Read Reviews**

Subscribe to reviews on this product
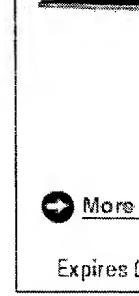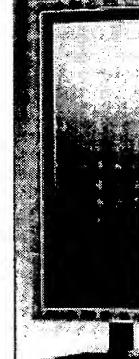
View Details

Key Features	
Image Sensor Type	CCD
Resolution	1.32 Megapixel
Optical Zoom	3x
Camera Type	Standard Point and Shoot
Lens	
Interchangeable Lens	Without Interchangeable Lens
Optical Zoom	3x
35mm Zoom Lens	34 - 102 mm
Digital Zoom	2x
Focus Type	Autofocus
Focus Range	7.9 in. to Infinity (w)
Macro Focus Range	7.8 in. (w)
Focal Length	5.2 - 15.6 mm
Image Quality	
Resolution	1.32 Megapixel
Resolutions	1280 x 960
Video	
Video Resolutions	320 x 240 (QVGA)
Max Movie Length	4 Seconds
Exposure Control	
Aperture Range	f15.6 (w) - f5.2 (w)
Shutter Speed	1/4 - 1/750 sec
White Balance	Outdoor (Preset)
Frames Per Second	10 Frames

Storage

Memory Type	CompactFlash Card Type I
Compression Modes	Normal
Compression Type	JPEG
File Size (High Res.)	1.33 MB (96 images on 128MB card)
File Size (Low Res.)	.08 MB (about 1,600 images on 128MB card)

Flash

Flash Type	Built-In
Flash Functions	Red-eye Reduction Flash

Viewfinder / Display

Viewfinder	Optical
LCD Panel	With LCD Panel
LCD Panel Size	1.8 in.
LCD Protected Position	Without LCD Protected Position

Interfaces

Interface	PCMCIA, Serial
Video Interface	Video Out

Power Supply

Battery Type	4 x AA Batteries

Included Features

Self Timer	10 Sec.
Mp3 Built In	Without MP3
Built-in Microphone	Without Built-in Microphone
Built-in Speaker	Without Built-in Speaker
Tripod Mount	With Tripod Mount

System Requirements

Operating System	Microsoft Windows 98

Dimensions

Width	4.7 in.
Depth	2.07 in.
Height	2.68 in.
Weight	0.56 lb.

Warranty

Warranty	6 Months

Miscellaneous

Exterior Color	Silver
Included Accessories	Serial Cable
MPN	PV-DC2590
Product ID	1948

More Information

Panasonic's PV-DC2590 PalmCam makes it easy to send your images directly from the camera to a fax machine or computer - because the compact modem card works like film. This digital camera is equipped with a lens sharp enough to capture amazingly fine detail with its 3:1 optical zoom capability. Use the built-in wide angle or telephoto settings to produce extraordinary close-ups. And the 1.8" Color LCD screen gives you a clear indication of what your digital photos will look like - before and after you shoot. You can also use the LCD screen as a monitor, to play back video clips recorded with motion image recording. And don't worry about lighting, there's a built-in flash that adjusts to the subject. Included Compact Modem Card provides a quick and easy means for remotely transferring image data between your camera and a computer or fax machine via a regular telephone line.

Return to top

🔞 Read the Digital Cameras Buyer's Guide   ➡ Use the Digital Cameras Wizard

Featured Resources

Additional information on Panasonic Palmcam PV-DC2590 Digital Camera or other products.

Panasonic Digital Cameras
Up to 25% off select accessories from Dell Home. Offer ends 4/27.
www.dell4me.com

Digital Camera Auction
Buy and Sell Cameras at Bidz.com $25 Registration Gift Available!
www.bidz.com

Panasonic Digital Cameras
Pay just $9.99 for Ground Service Shipping of Any Order Up to 70 lbs!
www.CDW.com

Panasonic Camera
Instant Availability, Pricing & Specs. Quality Components & Service
www.digikey.com

1,000's of Cameras
On sale now on the Perfect Match Source Engine
www.computershoppingnetwork.com

Help | Member Center | Message Boards | Privacy Statement | Site Index
About Epinions | Careers | Contact Epinions | Merchant Center | New Merchants | Advertising

Epinions | DealTime USA | DealTime UK | PriceTool | shopping.com

DSLR: Nikon™ D70
The eBook
By Peter INova with Uwe Steinmueller
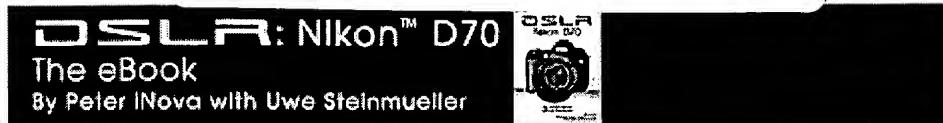
Panasonic
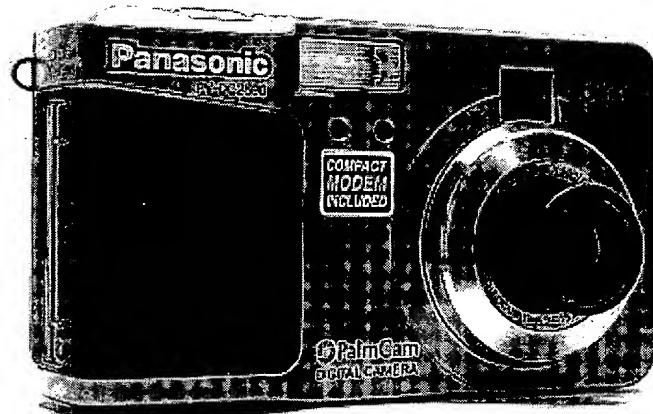
PalmCam PV-DC2590

The Panasonic PV-DC2590 PalmCam features a 1.3-Megapixel CCD that generates 1280x960 images, 1.8" color LCD, 3x optical zoom lens and probably the most interesting feature is its dual CompactFlash card slots and the included Compact Modem (the first I've ever seen!)

The PV-DC2590 is housed in a silver plastic case that measures 4.65"(w) x 2.68"(h) x 2"(d) and weighs about 9 oz. without batteries. Typical of many compact zoom digicams, the PV-DC2590's lens extends when the camera is powered up and retracts back into the body when it is powered down.
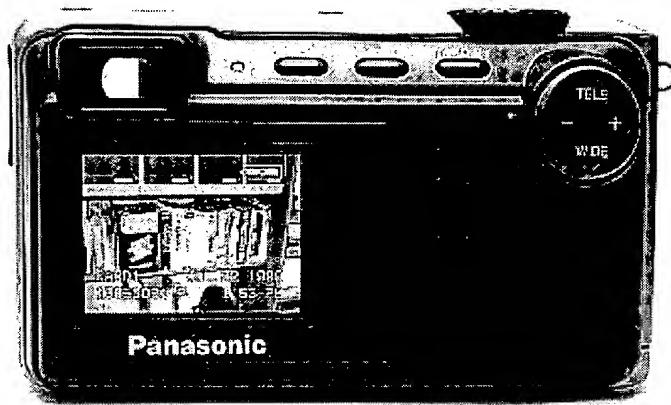
The 1.8" TFT color LCD screen used is typical of the type seen on the Olympus D-220, D-320, D-500 and D-600 models. It has a slightly "grainy" appearance unlike the newer HAST type of LCD screens which display very well defined images. The refresh rate is close to realtime, there is no streaking or lag when the camera is rapidly panned. The brightness of the LCD is user adjustable but reverts to default intensity when the camera is powered down or goes into standby mode after 60 seconds of inactivity.
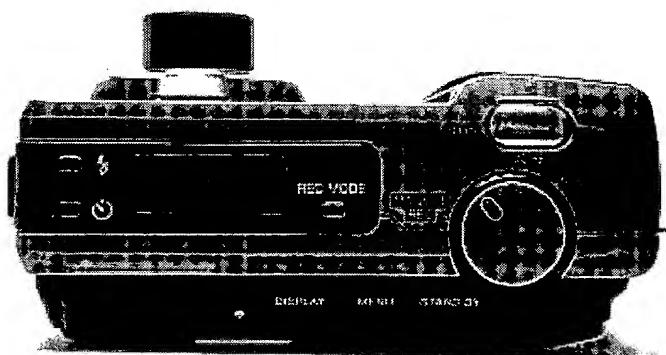

Panasonic also makes a PV-DC2090 digicam that looks almost the same as the PV-DC2590. The most noticeable difference is the monochrome LCD data display on the top which is absent on the PV-DC2090 model. Also absent are the Flash Mode and Rec Mode buttons which are only found on the PV-DC2590. And only the PV-DC2590 comes with the Compact Modem.

The user controls are fairly intuitive and clearly marked. You have the main mode dial to turn the camera on in Manual Record, Record (Auto) or Playback mode. On the top of the PV-DC2590 are three buttons; flash mode, self timer and Record mode and of course, the shutter release.

On the back is a 4-way rocker switch that in Record mode functions as the zoom lens control by pressing the top or bottom of the switch. In Playback mode you push the right or left side to go forward or backward through the stored images.

In Record, Manual Record or Play modes the 4-way switch also lets you navigate the camera's menu system after pressing the Menu button to activate it. I'd like to show you the Record mode menus but alas the PV-DC2590 does not output video in Record mode, only in Play mode. This of course means that it cannot be used with a TV set as an external monitor during Record operations.
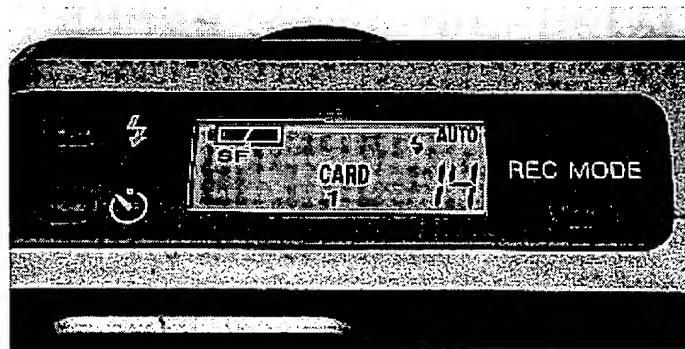

Here's a closeup look at the data LCD on the top and the control buttons on the PV-DC2590. Note the display indication of "Card 1" - this tells you which CF card slot the camera is currently using. Other data displayed includes: Battery condition, b&w mode, modem, flash mode, time lapse mode, recording mode, self timer and number of pictures remaining.
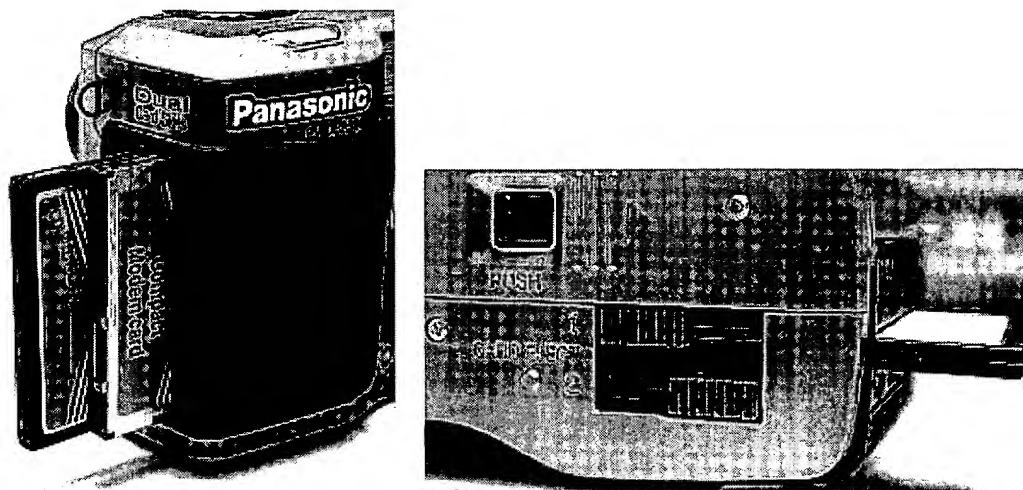
I hope the appearance of dual CF (CompactFlash Type II) slots is a trend on the newer digicams. It not only means you can use two CF memory cards but you can also use the new CF+ multifunction cards such as a CompactModem.

A modem ? Yep, that's what I said... the PV-DC2590 comes with a modem card that lets the camera call your home (Windows) computer or even a FAX machine to transmit its pictures. You'll notice it in the picture above sticking out in front of the 8mb CF memory card. The CompactModem is only available on cameras sold in the U.S. The Compact USB port card comes on the Japanese version of the PV-DC2590 in place of the Compact Modem.
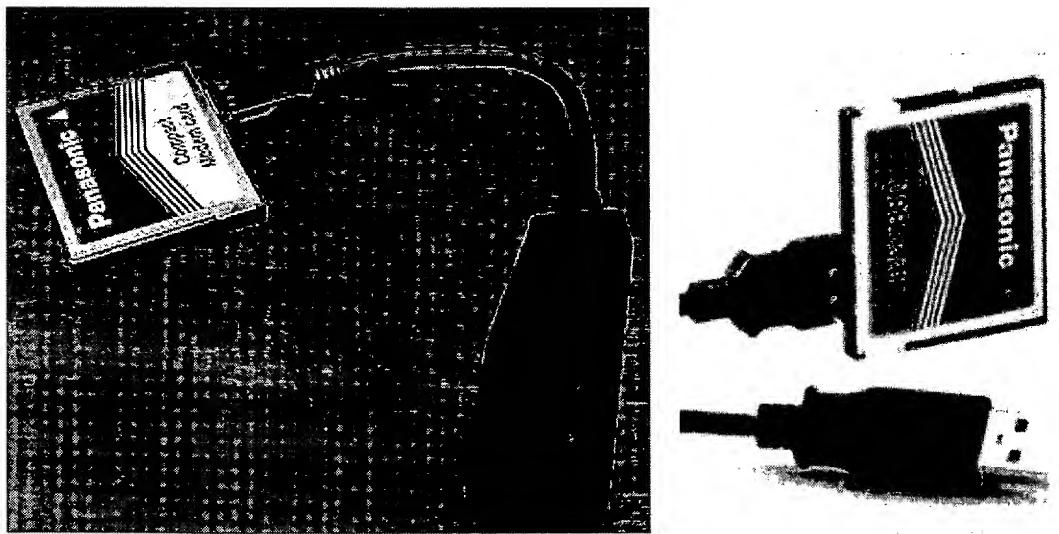

Making the modem a U.S.-only feature is going to annoy plenty of people but an even bigger annoyance is that the entire PV-DC2590 camera system has been designed basically for PC/Windows users. Macintosh users have to buy an optional serial cable unless they use a CF card reader.
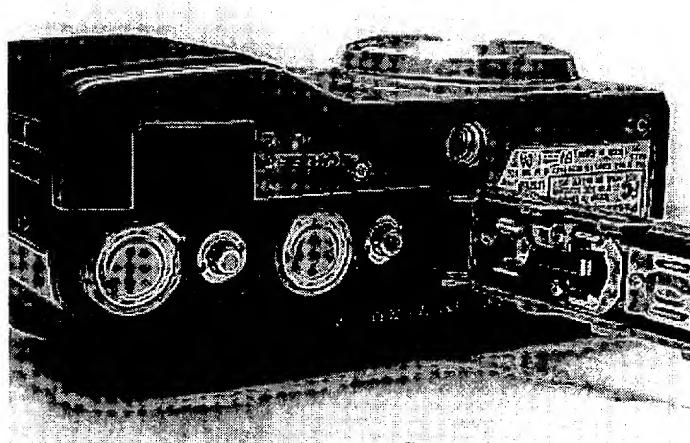
Replacing the batteries is easy due to their inline positioning. You open the door and all four slide out quickly and can be replaced just about as fast.

It comes with a set of alkalines and Panasonic includes a mail-in coupon for a free ($3 shipping/handling) set of four high-capacity AA NiCd batteries and a charger. There's also $45 worth of coupons for discounts on Panasonic NiCd batteries and other types of chargers.
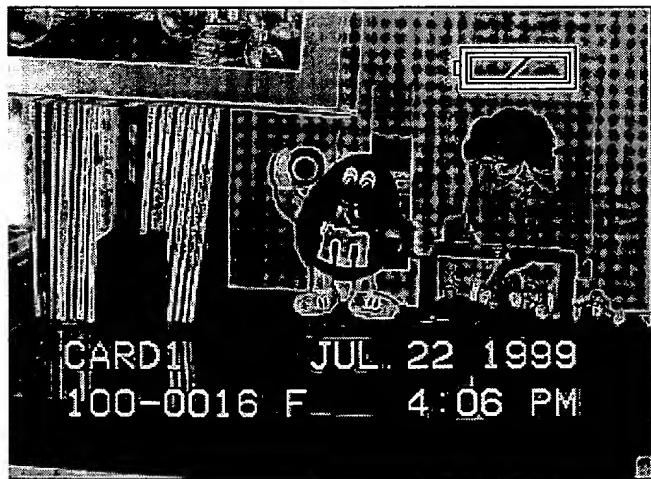
This is the typical playback screen with all the OSD (OnScreen Display) info shown: Battery condition, active Card slot #, date/time, frame number and the image quality "F"ine.
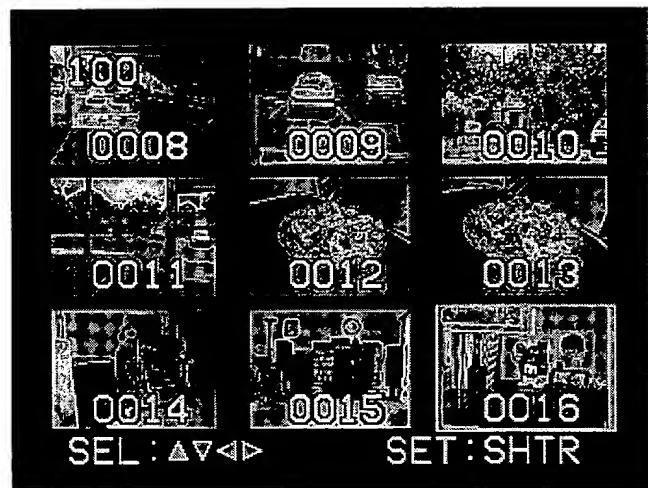
As with most digicams the PV-DC2590 can display a screen of nine thumbnail images from memory to allow you to select one and quickly jump to it. It can also playback images in slideshow format and zoomed-in format.

PV-DC2590 Features

- 1.3 Million Pixel CCD
- 1280 x 960 SVGA or 640 x 480 VGA resolution
- Record Modes:
    Super Fine
    Fine
    Normal
    Zoom
    Motion Image
    Burst
- 3x Optical (34-102mm) Zoom plus 2x digital
- Auto Focus with
    20cm Macro
    Portrait
    Infinity
- 1.8" LCD Color viewfinder
- Optical Viewfinder
- Compact Fax/Modem card
- Monochrome Display LCD Panel
- Dual CompactFlash (Type II) memory slot
- 4-Mode Flash
    Automatic
    RedEye Reduction
    Always On
    Always Off
- Full Motion Recording 320 x 240 (4 seconds/40 images)
- Burst Mode: up to 16 images at 0.5 sec interval
- 10-Sec Self Timer
- NTSC Video Out
- Serial interface
- Dimensions: 4.65"(w) x 2.68"(h) x 2"(d)
- Weight: 9.8 oz.
- Windows 95, 98 or later
    Macintosh OS 8.0 or later (req optional Mac adapter)
- Included Accessories:
    8 MB CompactFlash™ Card
    Serial cable (PC)
    Hand strap
    4xAA alkaline batteries
    Video cable
    Compact Modem card
- Included software:
    Panasonic Download Utility (PC/Mac)
    Adobe PhotoDeluxe Home Edition 3.0 (Win)
    Adobe PhotoDeluxe 2.0 (Mac)

Steve's Conclusion

Overall the image quality of the PV-DC2590 is about average for a 1280x960 pixel digicam but not spectacular. The color balance and saturation is very good. The 3x zoom lens works quietly and quickly and the cycle time between shots is fairly zippy. The LCD although not as good as most we have tested recently is still adequate except outdoors where most LCDs fail.

It's just slightly larger than what I would call "pocket" size and Panasonic has named it appropriately as the "PalmCam." It is very easy to use and the controls are clearly marked and easy to get to when needed. A novice user will be able to easily generate quality pictures with this camera. My only complaint is when it is used with the flash. Even if you have pre-focused the camera by half-pressing the shutter it takes a good two seconds for the camera to actually take the shot after you fully press the shutter.

The PV-DC2590 is powered by four AA size batteries and as usual I highly recommend using NiMH rechargeables. Battery life is good to above normal even when using the LCD screen often. The refresh rate on the LCD is very close to realtime and exhibits no blurring when the camera is panned. All in all it should be a good value for the money if it's sold around the $500 range.

The biggest negative is the time it takes to snap the shutter when using the flash. Even when you pre-focus it still takes a good two seconds for the shutter and flash to fire once you press the shutter all the way. When not using the flash the camera will fire the shutter within a half a second or less.

Click Here To
check prices and Buy it now!

Steve's Panasonic PV-DC2590 Sample Pics

Return To Steve's

Main Menu

405,708,602

Note: All photographs and page content
Copyright © 1999 Steve's Digicam Online, Inc.

Nothing on this page may be used, distributed or
copied without the author's prior permission.

EXHIBIT C

Epinions.com
a Shopping.com company

| CARS | BOOKS | MOVIES | MUSIC | COMPUTERS & SOFTWARE | ELECTRONICS | GIFTS | HOME & GARDEN | KIDS & FAMILY | OFFICE SUPPLY | SPORTS | TRAVEL |

Search for [   ] Digital Cameras ▼ Search Advanced Search

Home > Electronics > Digital Cameras

Panasonic Palmcam PV-DC2590 Digital Camera

Overall rating: ★★★★☆
Reviewed by 6 Epinions users

Ease of Use:
Durability:
Battery Life:
Photo Quality:

Write a Review

→ **Compare Prices**

→ **View Details**

→ **Read Reviews**

Subscribe to reviews on this product

Read Review of Panasonic Palmcam PV-DC2590 Digital Camera

Review Summary	About the Author
Great camera for its price Feb 24 '01 (Updated Mar 17 '01) **Author's Product Rating** ★★★☆☆ Ease of Use: Durability: Battery Life: Photo Quality: **Pros** 1.8" LCD, 3x optical zoom, ease of use **Cons** Eats up batteries, slow on most functions **The Bottom Line** This is a good camera at a low price with many features that should satisfy most people.	**Epinions.com ID:** NightShift8 **Member:** Frank **Location:** NY **Reviews written:** 24 **Trusted by:** 1 member ▸ View all reviews by NightShift8 ▸ View NightShift8's profile
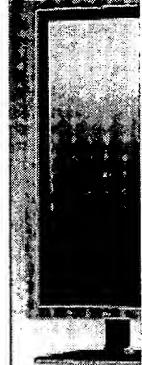
Full Review

Update at Bottom
I've always wanted a digital camera. They are great if you like taking pictures without the hassle of film or waiting for them to be developed. If you aren?t pleased with a picture, simply delete it.

The Panasonic PV-DC2590 1.3 megapixel camera is certainly not a toy. It has a nice selection of features such as its 1.8" LCD viewfinder screen which makes it easy to see exactly what you are capturing and have captured. It also allows you to navigate through the numerous settings in each mode. It also features an Optical Viewfinder for saving battery life.

As for power consumption, this camera eats up batteries like potato chips. It runs off of 4 "AA" batteries. The batteries supplied with the camera didn't stand a chance. It would be pointless to buy massive amounts of batteries for this camera. The best advice I would give everyone using high tech devices like these would be to buy yourself a nice rechargeable battery charger with an extra set of rechargeable batteries (so you always have a charged set on hand), preferably Ni-Cd or *Ni-MH*, as I did. They last just as long or even longer than standard batteries and you can use them over and over again. In order to preserve battery life, you may wish to shut the display off and use the optical viewfinder and/or simply put the camera into standby mode for short periods of time when not using it.

This camera produces nice, clear images even in normal mode. It features 3 different image quality modes: Normal, Fine and Super Fine. It also has a zoom mode, 4 second motion image recording and a burst record mode.

With the supplied 8MB flash card, you can capture (All Approximations): 15 images in Super Fine Mode, 30 in Fine, 100 in Normal, 100 in Zoom Mode, 6 in Motion Recording and 100 in Burst Record mode.

This camera transfers information via serial I/O port on your computer. It can be kind of time consuming whereas super fine images take about a minute each to download. It also features a compact modem card where you can transfer images over the phone or even operate the camera over great distances! I have yet to use this feature nor plan on ever using it.

Some other standout features of this camera include a B/W LCD Indicator Panel which displays battery status, images left and lots more, 3x optical zoom, 10 second self-timer with flashing LED, and TV-out.

-Some things I don't like about this camera is the long delay when pressing the shutter button to take a picture. You can miss a lot because of this. When my sister tried the camera out for the first time, the first thing she spoke out about was the long delay and how she missed her test shots. In general, the camera's functions are also slow (responding).
-I'd say the camera eats up batteries fast, but i cant compare because i haven't had any other cameras.
-The zoom on it is kinda noisy and flimsy sounding.
-The battery door is hard to close and takes some practice to get used to. The first time I tried to close it with batteries in, I thought i had the batteries in wrong. Then when i made sure they were in right, the amount of pressure required to close it felt like it would snap.
-Serial (i/o) transfer is slow and outdated...transfer errors occurred

frequently.

(3/8/01 Update):
As of today (3/18/01) I have returned the Panasonic DC-2590 in hope
of purchasing a better camera. It wasn't a bad camera, but I was
looking for a higher image quality than 1.3 megapixel and USB
transfer. I am set on the Kodak DC4800 Zoom, a more professional
camera, which I will be reviewing soon.

Recommended
Yes

Amount Paid (US$): 280

Comments on this Review

Write the first comment on this review!

▸ Return to top
▸ Back to all reviews

Read the Digital Cameras Buyer's Guide   **Use the Digital Cameras Wizard**

Featured Resources

Additional information on Panasonic Palmcam PV-DC2590 Digital Camera or other products.

Digital Camera Auction
Buy and Sell Cameras at Bidz.com $25 Registration Gift Available!
www.bidz.com

Panasonic Camera
Instant Availability, Pricing & Specs. Quality Components & Service
www.digikey.com

Panasonic digital camera
Save on cameras & accessories. Free delivery on all orders $50 or more
www.staples.com

Shop at Circuit City
Official Site. Great low prices! Free shipping on orders $25 and up.
www.CircuitCity.com

Panasonic
Panasonic Phones, Fax and More $1.95 Shipping On All Orders.
Panasonic.onlinephonestore.com

Help | Member Center | Message Boards | Privacy Statement | Site Index
About Epinions | Careers | Contact Epinions | Merchant Center | New Merchants | Advertising

Epinions | DealTime USA | DealTime UK | PriceTool | shopping.com

EXHIBIT D

Epinions.com
a Shopping.com company

| CARS | BOOKS | MOVIES | MUSIC | COMPUTERS & SOFTWARE | ELECTRONICS | GIFTS | HOME & GARDEN | KIDS & FAMILY | OFFICE SUPPLY | SPORTS | TRAVEL |

Search for [   ] Digital Cameras ▼ [Search] Advanced Search

Home > Electronics > Digital Cameras

Panasonic Palmcam PV-DC2590 Digital Camera

Overall rating: ★★★★☆
Reviewed by 6 Epinions users

Ease of Use:
Durability:
Battery Life:
Photo Quality:

→ **Compare Prices**

→ **View Details**

→ **Read Reviews**

Write a Review

Subscribe to reviews on this product

Read Review of Panasonic Palmcam PV-DC2590 Digital Camera

Review Summary	About the Author
## Not Quite the Camera I Expected... Jul 02 '00 (Updated Aug 04 '00) **Author's Product Rating** ★★★☆☆ Ease of Use: Durability: Battery Life: Photo Quality: **Pros** Looks and feels like a 35mm camera, Dual CF slots, CF modem, 1.8" LCD & a viewfinder, Takes regular AA batteries, B/W status screen on top, 1.3 megapixel, 4 second AVI capture **Cons** Serial port transfer to PC, Tends to hesitate a little before capturing photos, Drains batteries	**Epinions.com ID:** isong **Member:**Ingi **Location:** Beaverton, Oregon **Reviews written:** 58 **Trusted by:** 175 members ▸ View all reviews by isong ▸ View isong's profile
Full Review	

HOW I ACQUIRED THE PANASONIC PALM CAM:
A few months ago, I filled out an online survey form at a manufacturer's web site. After completing the form, it said I would be entered in a drawing to win 1 of 100 Panasonic digital cameras. Not knowing that I'd win the camera, I went about my usual day and forgot about the whole thing shortly after. About three weeks ago, I received an email notifying me of my prize: a Panasonic PC-DC2590. It totally got me by surprise! I finally won something!!!

AT FIRST GLANCE:
This 1.3 mega-pixel digital camera was packed with features. Before opening the user's manual, I went ahead and powered up the camera. The batteries (4 Panasonic AA alkaline batteries) were supplied in the packaging. The camera looked just like a regular point-and-shoot 35mm. Nothing spectacular until you look at the back. It's fitted with a 1.8 inch LCD screen along with a viewfinder. The zoom button also acts as the scroll/option button. Two things that really makes this digital camera stick out would be the dual CF slots and the ability to send your digital images to a fax machine and/or a computer via phone line.

EASE OF USE:
Pretty simple. Just point and shoot, right? Sure, but this camera spends a bit too much time thinking before it actually snaps the shutter. I've missed valuable moments because of this and many of my images came out blurry because I thought the camera had taken the picture, but it was actually in the middle of focusing.

Viewing your creations is as simple as turning the knob to *Play*. The PalmCam gives you the option of viewing your photos individually or in multiples of 9 on a screen. It also has a slide-show function. Deleting or reformatting the CF card(s) is as easy as choosing the function on the menu. There's also a very convenient B/W screen on the top of the camera that tells you how many photos you can take, the flash mode it's in, the recording mode it's in, and the battery level indicator.

POWER CONSUMPTION:
Unlike a lot of the digital cameras that are out on the market today, the PalmCam is powered by 4 AA batteries. You can either use alkaline or rechargeable batteries. I've gone through several packages of batteries so far. I don't know whether it's because I've been using the LCD screen a lot or whether the camera just guzzles the juice... I'm assuming it's both, but it really gets me frustrated when I see that the batteries have been drained after having changed them only a day or two ago. My advice is to purchase many batteries if you're planning on taking a lot of pictures with this camera.

QUALITY OF PICTURES:
The quality of all the pictures taken with the PalmCam have been pretty impressive. I'm still convinced that the picture taken with my friend's Sony DSC-505 is a little better. The PalmCam's images come out a little darker and gloomier than most. It's 1.3 megapixel capability allows it to produce very sharp images with resolutions up to 1280 X 960. With a 3X optical zoom, plus a 2X digital zoom, you have the ability to bring your target closer for a more detailed photo. The 4 second AVI capture is a cool feature, but most of the time, 4 seconds is hardly enough to record what you want.

TRANSFERING FILES TO YOUR PC:
There are a few ways to achieve this. One is by use of the serial cable that is supplied, along with the TWAIN driver and Adobe Photo Deluxe

Home Edition 3.0. You can easily do a preview of all the images that are stored on the CF card(s) and transfer them to your computer. It takes a little bit of time and I'm wondering why they didn't utilize USB technology. Another way to transfer the photos from the PalmCam to your PC is by use of a phone line. The PalmCam comes with a Panasonic CF modem card that fits into either one of the CF slots. By combining the use of the supplied communications software, you can set your computer to receive files from your PalmCam anywhere you have access to an open phone line. Not only can you send your photos to your PC, you can also send them to any fax machine! Incredible!

DUAL CompactFlash SLOTS:
Since the PalmCam comes with dual CF slots, it gives the user the flexibility of using two CF memory cards. It comes with one 8 MB CF card, but purchasing another one is highly recommended. CF cards are becoming more and more affordable, so a 32 MB CF card would be ideal for capturing a load of images. If you have many CF cards, the dual slots can also serve the purpose of copying files back and forth from different CF cards.

PROS:
1) The size of the PalmCam is perfect in my opinion. It's not too small, yet it's not too big. The 1.8" LCD screen allows you to show off your work to others or to get a better idea of what our shot will look like. The viewfinder allows you to conserve battery power, as well as giving you the feel of a point-and-shoot 35mm camera.
2) The self-timer lets you get into the picture once in a while, too.
3) The dual CF slots are a definite plus. This allows you to double your memory. For example, if you bought two 32 MB CF memory cards, you will be able to use both of them at the same time giving you a total of 64 MB of memory!
4) The built-in flash is very useful and provides much needed light for both indoor and outdoor photography. It also recharges quickly and is ready to go to capture another one of your masterpieces.
5) The B/W status screen on the top of the camera is very helpful in giving you the information you need such as flash status, photo capturing status, photos left, and battery meter.
6) Instead of having to purchase a proprietary battery, you can use regular AA batteries. The PalmCam takes 4 AA batteries, whether you use alkaline or rechargeable.

CONS:
1) The major drawback of this camera is that it takes quite a bit of effort to transfer the pictures from the camera to the PC. I've used a Sony Mavica FD-81 and enjoyed the flexibility of quick shooting and transferring of pictures by use of 3.5" floppy media. I guess it takes a little getting used to, but I feel that transferring pictures from the camera to the PC should be quick and easy.
2) The PalmCam seems to take more time to focus and adjust before capturing the image. So, in some cases, you may miss the *big* moment. I've missed several key photos because of this. I read the manual over and over and still haven't found my way around this. It may just be that I'm not a very good photographer... who knows?
3) Seems like the PalmCam drains the 4 AA batteries as quick as you can put 'em in. I found myself replacing the batteries every other day. Keep in mind that using the 1.8" LCD screen drains the battery as well as when you are transferring images to your PC. When you're using the modem, the battery power is consumed like you wouldn't believe!

SUMMARY:
The Panasonic PV-DC2590 PalmCam isn't the best camera on the

market today, nor is it the cheapest (MSRP of $799 or as low as $469 at Cameraworld.com). It *is* the only digital camera that comes with two CF slots and a CF modem to send files via a phone line. Although that sounds pretty neat, it's a function that you can surely live without. If I bought this camera with my own money I would have been very disappointed. Why? I believe that there are many other digital cameras that perform much better than the PalmCam for less money. But in my case, I'd say it's a great camera... considering that I got it for free!

If you're interested in buying this 2-week new camera from me (price is negotiable), please contact me via email: songi@orst.edu

Thanks!

Recommended
No

Comments on this Review

‣ Read all comments (8)
‣ Write your own comment

‣ Return to top
‣ Back to all reviews

Read the Digital Cameras Buyer's Guide   **Use the Digital Cameras Wizard**

Featured Resources

Additional information on Panasonic Palmcam PV-DC2590 Digital Camera or other products.

Digital Camera Auction
Buy and Sell Cameras at Bidz.com $25 Registration Gift Available!
www.bidz.com

Panasonic Camera
Instant Availability, Pricing & Specs. Quality Components & Service
www.digikey.com

Panasonic digital camera
Save on cameras & accessories. Free delivery on all orders $50 or more
www.staples.com

Shop at Circuit City
Official Site. Great low prices! Free shipping on orders $25 and up.
www.CircuitCity.com

Panasonic
Panasonic Phones, Fax and More $1.95 Shipping On All Orders.
Panasonic.onlinephonestore.com

Help | Member Center | Message Boards | Privacy Statement | Site Index
About Epinions | Careers | Contact Epinions | Merchant Center | New Merchants | Advertising

http://www.epinions.com/elec-review-42E2-14C03335-39600FFD-prod5   4/25/05

Epinions | DealTime USA | DealTime UK | PriceTool | shopping.com

© 1999-2004 Epinions, Inc. Trademark Notice

Epinions.com periodically updates pricing and product information from third-party sources,
so some information may be slightly out-of-date. You should confirm all information before relying on it.

EXHIBIT E

☻☻☻☻ Epinions.com
a Shopping.com company

| CARS | BOOKS | MOVIES | MUSIC | COMPUTERS & SOFTWARE | ELECTRONICS | GIFTS | HOME & GARDEN | KIDS & FAMILY | OFFICE SUPPLY | SPORTS | TRAVEL |

Search for [ ]   [Digital Cameras ▾]   [Search]   Advanced Search

Home > Electronics > Digital Cameras

Panasonic Palmcam PV-DC2590 Digital Camera

Overall rating: ★★★★☆
Reviewed by 6 Epinions users

Ease of Use: ▭▭▭▭
Durability: ▭▭▭▭
Battery Life: ▭▭▭
Photo Quality: ▭▭▭▭

➡ **Compare Prices**

➡ **View Details**

➡ **Read Reviews**

Write a Review

Subscribe to reviews on this product

Read Review of Panasonic Palmcam PV-DC2590 Digital Camera

Review Summary	About the Author
Digital Quality for about $500 Nov 14 '00 **Author's Product Rating** ★★★★★ Ease of Use: ▭▭▭▭ Durability: ▭▭▭▭ Photo Quality: ▭▭▭▭▭ **Pros** Great pictures and easy to use. **Cons** Slow between the shutter and flash.	**Epinions.com ID:** surferdude7 **ADVISOR** in Online Stores & Services, Computer Hardware, Electronics **TOP REVIEWER** in Electronics **Reviews written:** 455 **Trusted by:** 1098 members **One Day at a Time!** ▸ View all reviews by surferdude7 ▸ View surferdude7's profile
Full Review	
The picture quality of the PV-DC2590 is great, you can take photos at 1280 x 960, with 1.3 mega-pixel. Resolution at 1280 x 960 is more than most people will ever use.	

It has a 3x Zoom lens that works smooth and quick. The 3x Optical has a zoom range from 34-102mm. Plus a 2x digital zoom, this is for more close up detailed photography.

The camera is in a plastic silver case and it looks a lot like your instant 35mm cameras with a built-in flash.

What to look at?
1. You have a 1.8 inch LCD Color viewfinder. This is nice to see what the picture looks like and if you wish to keep the picture or delete it. You can also view up to nine thumbnail images so you can pick the one you want to view.

2. There is a Monochrome Display LCD Panel. This LCD panel is on top of the camera. Here you can see the condition of the batteries, flash mode, time lapse mode, Black & White mode, recording mode, self timer and how many pictures are left to take. It also shows which of the two Compact-Flash Type II slots are being used.

Pros
The pictures look absolutely beautiful, for a camera under $500 it offers a lot.

There is a modem card included with the camera. What this means, now you can send pictures to your home computer. It is available in the US only and made for the PC and Windows. There are instructions for those Macintosh users.
(I haven't used the modem card yet.)

There are two Compact-Flash Type II slots, now you can use two Compact-Flash memory cards at the same time or use one slot for other cards like the modem card. It comes with one 8 MB Compact-Flash card.

Easy to use software, the software is for the PC and Macintosh users. They also include for Windows Adobe Photo Deluxe Home Edition 3.0 and for the Macintosh Adobe Photo Deluxe 2.0.

There are four flash modes to choose from: Redeye Reduction, Automatic, Always on and Always off. I like it in the automatic mode and get excellent results.

You can record four seconds of motion at 320 x 240 resolution. Four seconds doesn't seem like much time but, you will be surprised at what you can record in four seconds. It is saved in the AVI format.

Cons
It has a 1 to 2 second delay when you use the flash. What I mean by that is, once you press the button to take your picture, it takes 1 to 2 seconds for the flash to fire and synchronize with the shutter.

It is a battery eater, the color LCD is what eats up the batteries so quickly. I suggest a set of 8 Ni-Cad batteries, that way you can always have 4 charged batteries to go.

More info on the camera
1. Auto Focus

2. A 10-Second Self-Timer is built in.

3. NTSC Video Out and Serial interface.

4. Size 4.65 inches wide x 2.68 inches tall x 2 inches thick and weighs 9.8 ounces.

5. PC users need Windows 95, 98, 2000 or Me; Macintosh users need OS 8.0 or better.

6. Six record modes, Super Fine, Fine, Normal, Zoom, Motion Image and Burst. In Burst mode it can take up to 16 images at 1/2-second intervals.

7. Resolution is 640 x 480 VGA or 1280 x 960 SVGA.

Bonus
There are four AA alkaline batteries that come with the camera. Then there is a coupon to mail in to get four AA Ni-Cad batteries with the charger for only $3.00 to cover shipping and handling. There are also more coupons if you wish to purchase additional Ni-Cad batteries.
(I highly recommend to order this for only $3.)

The four batteries with the charger are FREE; I don't understand why they just don't put it in with the camera when you buy it.

My last words
The Panasonic PV-DC2590 PalmCam also comes with a hand strap, Serial cable for the PC and a Video cable.

This is a nice handling camera and takes excellent pictures. It will take most people a little while to get use to all that this camera has to offer.

I highly recommend this beauty.

Recommended
Yes

Comments on this Review

▸ Read all comments (4)
▸ Write your own comment

▸ Return to top
▸ Back to all reviews

② **Read the Digital Cameras Buyer's Guide** **⊖** **Use the Digital Cameras Wizard**

Featured Resources

Additional information on Panasonic Palmcam PV-DC2590 Digital Camera or other products.

Digital Camera Auction
Buy and Sell Cameras at Bidz.com $25 Registration Gift Available!
www.bidz.com

Panasonic Camera

Instant Availability, Pricing & Specs. Quality Components & Service
www.digikey.com

Panasonic digital camera
Save on cameras & accessories. Free delivery on all orders $50 or more
www.staples.com

Shop at Circuit City
Official Site. Great low prices! Free shipping on orders $25 and up.
www.CircuitCity.com

Panasonic
Panasonic Phones, Fax and More $1.95 Shipping On All Orders.
Panasonic.onlinephonestore.com

Help | Member Center | Message Boards | Privacy Statement | Site Index
About Epinions | Careers | Contact Epinions | Merchant Center | New Merchants | Advertising

Epinions | DealTime USA | DealTime UK | PriceTool | shopping.com

© 1999-2004 Epinions, Inc. Trademark Notice

Epinions.com periodically updates pricing and product information from third-party sources,
so some information may be slightly out-of-date. You should confirm all information before relying on it.

EXHIBIT G

ShortCourses
in Digital Photography
The #1 Digital Photography Education Site on the Web

**Steve's DigiCams**

HP PhotoSmart 912

PhotoSmart Software

-------Select Review Page-------
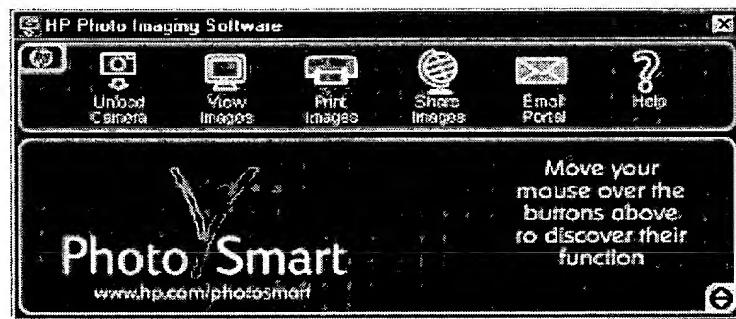
HP includes a nice package of software tools with the C912 including Adobe PhotoDeluxe, ACDSee, HP Printing software and this integrated software launcher.

- **Unload Camera** launches the USB transfer program
- **View Images** launches the ACDSee browser
- **Print Images** launches the HP Printing application
- **Share Images** uploads files to online photo-sharing sites (HP Cartogra, MyFamily.com, Zing)
- **Email Portal** launches an application to help optimize and resize your photos for email attachments.
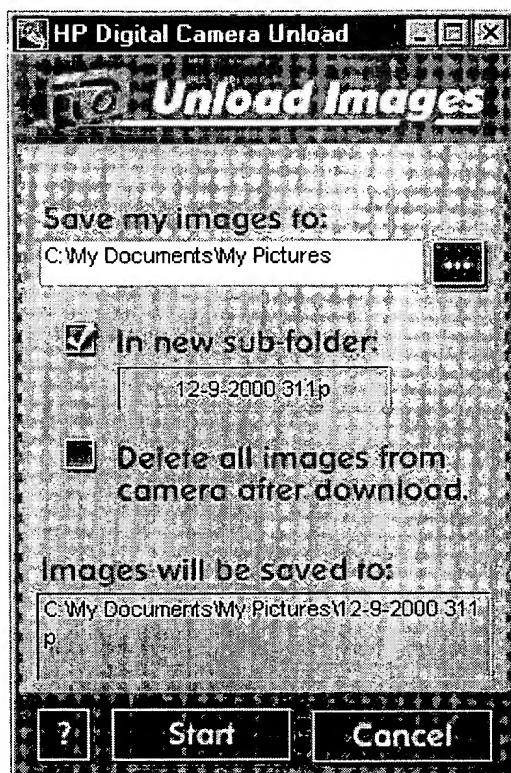
Plugging in the USB cable will automatically activate the download software which then comes up and prompts to transfer the camera images to your hard drive. It is very easy and quick thanks to the speedy USB port which downloads even the highest resolution JPEG images in about 2 seconds or less.
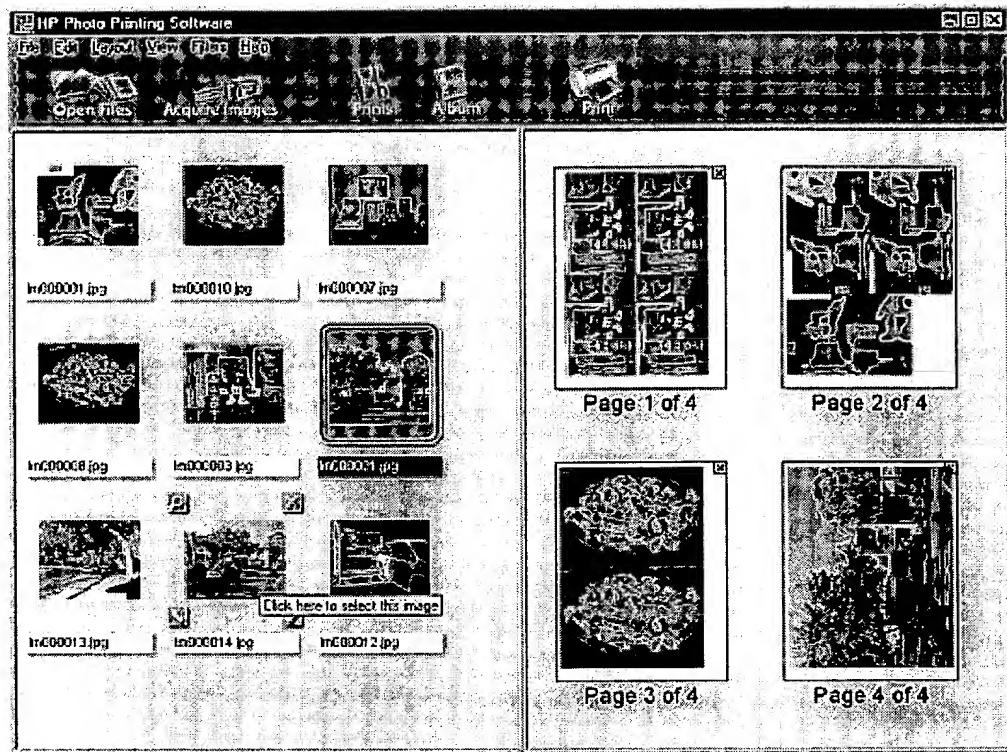
The HP Printing software is very flexible and lets you build pages with various photo layouts quickly and then print them or save them as albums for future use.
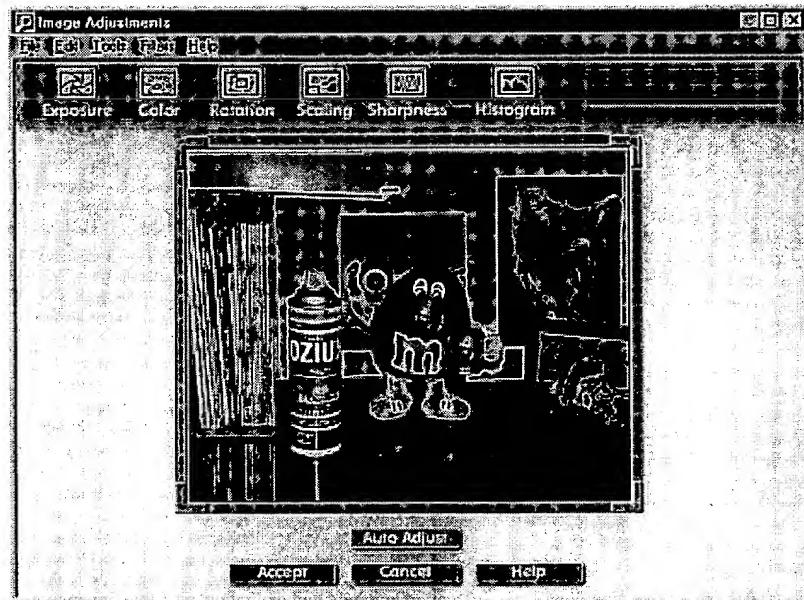
The HP Printing program also has a full-featured image editor builtin that lets you automatically adjust an image or gives you manual control of exposure, color or sharpness, you can also rotate portrait mode images and view the histogram.
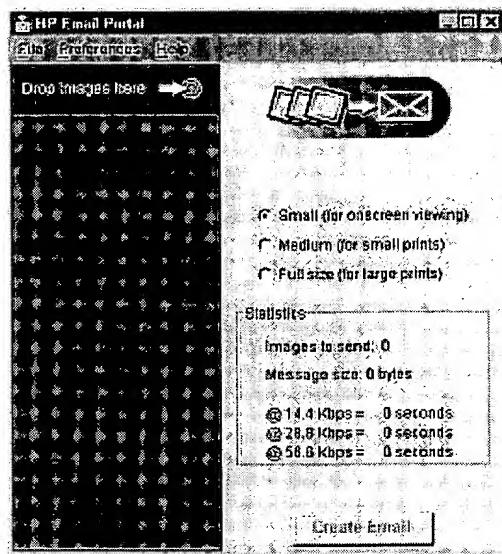
The Email application will help you resize and compress your images for optimal email transmission to friends and family.
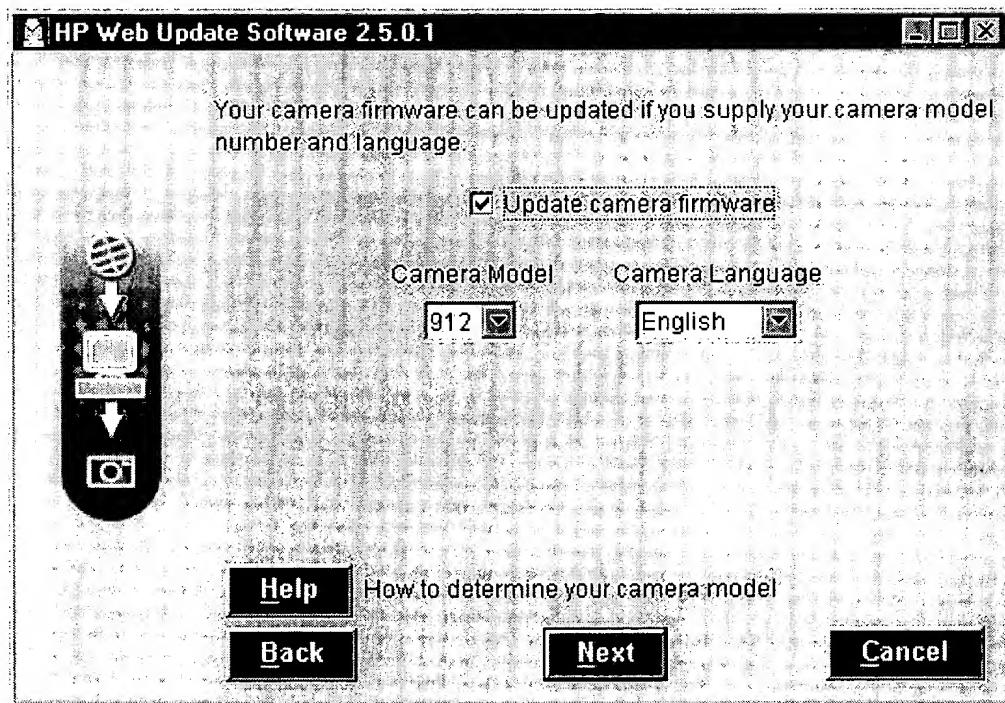
When connected to the Internet you can launch the Web Update application which automatically checks for any camera firmware updates that are available. If there is an update it will download it and tell you how to apply it to the camera.

Another application will also check the web for updates to the HP Imaging and Printing software too!

Where to buy HP Products

See all 28 Model Matches for HP Products

Continue on to
Steve's Conclusion

Return To Our
Reviews Menu

We dedicate this one to all the
digital cameras out there.

SanDisk

405,718,685

EXHIBIT H

Advanced Boosts Team to Launch HP's Largest Introduction Ever

—Supports HP's commitment to Internet-enabled imaging—

The Client
Hewlett-Packard Company, leading global provider of computing and imaging solutions and services for business and home, is focused on capitalizing on the opportunities of the Internet and the proliferation of electronic services. HP has 123,500 employees worldwide and had total revenue of $47.1 billion in its 1998 fiscal year. Information about HP and its products can be found at http://www.hp.com.

The Challenge
HP launched the largest introduction of home imaging products and services in its history to support its commitment to the growing Internet-enabled imaging market. The new HP products and services offered consumers a total digital imagining solution—from capture and create to share and print. The solution enhances consumers online experience by making posting, viewing, creating, managing and e-mailing photos to friends, family and business associates as easy as "point and shoot."

The objective:
-To develop and deploy a photo web site, based on HP's new online imaging technologies.

The Advanced Advantage
In the hyper-competitive world of Internet services and products, "First to Market" has become a do or die mission. Even a company as well established as HP must work at warp speeds that don't allow for long recruitment cycles. Swiftly Advanced was able to provide the high level technical and executive skills that HP's massive product and service launch required.

The Technology Solution
Because HP was sure to attract tremendous volumes of users to the web site, scalability and load balancing issues were crucial to success. As a result, Advanced provided consultant Adwait Ullal who has expertise in hi-volume online stores, communities and membership sites. In addition, he commands the wide range of senior level technical skills, from database programming to front-end scripting, and senior level executive skills that this project demanded. "On a project like this, you can't just hide in your cube and write code," said Ullal. The essential nature of the project in HP's strategic campaign required a team-oriented process. Ullal provided project leadership, systems integration, product evaluation and implementation, design and programming skills. He developed strategies and solutions on usage of ADSI, si Server, XML, SML-RPC, MTS and SQL Server.

The site based on HP's new online imaging technologies, required enhancing the performance of the middleware with the best development tools. The HP interface now makes it easy to upload photos from any PC, digital camera or scanner. Drag-and-drop capability provides for one-click image posting, eliminating tedious steps to save and post an image. Users can create personalized photo pages and albums with on-screen edit capabilities and order customized novelty items online.

The Results
The web site, www.cartgra.com, went live in the Fall of 1999. The web site allows PC users, regardless of level of expertise, to immediately enjoy the benefits of the online digital-imaging experience. Members are allocated free Web space that they can use to share photos online by uploading them from any PC, digital camera or scanner. With just a few clicks they can post, view, create, manage and e-mail digital photos. It's effortless to post images to other sites, such as online auction sites, classified ads, home pages and message boards. Members can designate access to their online photos as either public or private.

In addition to the new web site service, HP announced a new companion product—a photo Internet infrastructure that allows partners and HP to develop a rich set of integrated imaging capabilities via the Web, marketed under the brand HP Cartogra. As it grows into an extensive network of strategic alliances and partners, Cartogra will simplify the sharing of photos online within communities and e-mail and will enable easy posting to web sites.

EXHIBIT I

ePALS™
CLASSROOM EXCHANGE

- HOME
- THE COMPANY
- PRODUCTS & SERVICES
- PARTNERS
- MEDIA CENTER
- CONTACT US

The Leader in
School-Safe Ema
& Collaborative Te

Media Home | News Archive

PRESS RELEASES

FOR IMMEDIATE RELEASE

HP Internet Imaging Solutions and ePALS Classroom Exchange Announce All Classrooms Worldwide to Share Photos Online

PALO ALTO, Calif., and EASTON, Conn., Sept. 25, 2000 - Hewlett-Packard Company (NY ePALS Classroom Exchange (www.epals.com), the Internet's largest classroom communit than 2 million students in 182 countries, today announced an alliance that will enable stude world to share photos online. The agreement makes HP Cartogra Internet imaging solution infrastructure that powers the HP photo-sharing Web site, the exclusive provider of digital and photo-sharing on the ePALS Web site.

ePALS will introduce a new service called Photo-ePALS that will allow ePALS classrooms exchange photographs and to create online photo albums using HP's digital imaging techn Cartogra photo-sharing solutions. The alliance will support ePALS' goal of providing teache with the much-needed capability to send and share photos that would enrich learning.

"As a global leader in computing and imaging solutions and services, HP embraces the op connect people across the world," said Dan Gilbert, general manager for HP's Digital Imag "Using HP Cartogra, students and teachers worldwide can experience rich photo-sharing, enhance their educational exchange."

Students and teachers will be able to manipulate, share, print and store digital images usin Photo-ePALS service. Participants will retain their privacy, as HP Cartogra has the ability t photo albums password-protected.

"Adding a visual element to a student's virtual travels can inspire leaps in imagination and said Tim DiScipio, co-founder and chief executive officer of ePALS Classroom Exchange. HP to provide digital imaging services will certainly enhance online collaborative projects o from culture to science to geography."

About ePALS

ePALS Classroom Exchange is internationally recognized as the leading provider of scho and collaborative technology.

Used in classrooms in **191 countries**, ePALS's multilingual network has made it possible f **million students and educators** to employ the Internet as the ultimate communication an learning tool.

ePALS Classroom Exchange, Inc.

Phone: (613) 562-9847
Email: press@epalscorp.com

About HP Cartogra Internet Imaging Solutions

HP develops strategic alliances with online businesses interested in offering consumers a
sharing experience using HP Cartogra Internet imaging solutions. HP Cartogra includes a
infrastructure and a broad set of services including the ability to share, edit, organize, store
photos online. The HP photo-sharing Web site, www.cartogra.com, is an Internet service th
consumers to easily share photos with family and friends, and safely store and organize ph
charge. More information about HP Cartogra Internet imaging solutions is available by con
Garrido at ramon_garrido@hp.com.

About HP

Hewlett-Packard Company - a leading global provider of computing and imaging solutions
focused on making technology and its benefits accessible to individuals and businesses th
appliances, useful e-services and an Internet infrastructure that's always on.

HP has 86,000 employees worldwide and had total revenue from continuing operations of
its 1999 fiscal year. Information about HP and its products can be found on the World Wide
http://www.hp.com.

David Hargarten, HP
Phone: (858) 655-4759
Email: david_hargarten@hp.com

Porter Novelli Convergence Group for HP
Donna Hicks
Phone: (480) 905-5884
Email: donna.hicks@pnicg.com

Home - The Company - Products & Services - Partners - Media Center - Conta

shutterfly

About us | Press center: Press releases ⊖ Return to index

Best Buy Digital Photo center to be Powered by HP Cartogra with Quality Prints by Shutterfly

MINNEAPOLIS, Minn., PALO ALTO and REDWOOD CITY, Calif. (September 5, 2000) — Best Buy Co., Inc. (NYSE: BBY) and Hewlett-Packard Company (NYSE: HWP) today announced an alliance to co-develop and maintain Best Buy's online photo center. Powered by HP Cartogra Internet imaging solutions, the photo center will offer customers a convenient alternative to traditional photo finishing. Customers will be able to access the photo center online at www.BestBuy.com or through in-store Web stations at Best Buy's more than 350 retail locations nationwide.

As part of this alliance, Shutterfly, a printing and delivery service for online photos, will provide printing services enabling Best Buy customers to order 35mm-quality prints and other print-related products, and have them mailed directly to themselves, friends or family.

"Best Buy has established a commanding market share lead in digital cameras and, according to analysts Salomon Smith Barney, the total digital photo finishing market will be a $3.5 billion dollar industry by 2005," said David Morrish, senior vice president of Merchandising-Computers, Best Buy. "Our alliance with HP to create a digital photo center adds customer convenience in digital photo processing."

Best Buy's online photo center is part of a continuing effort to enhance customers' shopping experiences both online and in-store. "The online photo center is part of BestBuy.com's initiative to provide new and innovative digital services to our customers," said Scott Bauhofer, senior vice president and general manager — Online Stores for BestBuy.com™. "It is key to our continuing goal of pioneering the clicks-and-mortar revolution by creating a better shopping experience for our customers at every point we interact with them. We are excited to be at the forefront of this new digital service."

HP Cartogra Internet imaging solutions will provide customers using Best Buy's photo center with an easy way to manipulate, share and print digital images captured by a digital camera, scanner or 35mm film that has been digitized. Customers will be able to upload and store their images on the photo center and use the in-store Web stations to preview, enhance and enlarge, or discard unwanted photos before printing.

"As a worldwide leader in digital imaging, HP offers consumers a complete solution, including everything from PCs and printers to digital cameras, scanners and online photo-sharing capabilities," said Dan Gilbert, general manager for HP's Digital Imaging Solutions. "Through this alliance, we are able to offer Best Buy customers a rich, photo-sharing solution and further enhance their digital imaging experience."

Using high-quality printing services from Shutterfly, Best Buy's photo center will offer customers the benefit of digital photography. Customers will have the convenience of ordering only the prints they want, in a

Company overview

Contact us

Management team

Press center
- Press releases
- Press materials
- News and Awards
- Wireless

Career opportunities

Affiliate program

Shutterfly Business Solutions

variety of sizes, and having these photos mailed directly to the destinations of their choice.

"Ensuring that customers receive the highest quality prints from their digital images is our top priority," said Jayne Spiegelman, chief executive officer and co-founder of Shutterfly. "We are thrilled to be able to deliver our 35mm-quality prints to Best Buy customers through the mail. We have been offering our digital print fulfillment for Best Buy customers for the last seven months and we look forward to growing our relationship with HP and Best Buy, ensuring continued benefits to the consumer."

About HP Cartogra Internet Imaging Solutions
HP develops strategic alliances with online businesses interested in offering consumers a rich, photo-sharing experience using HP Cartogra Internet imaging solutions. HP Cartogra includes a core infrastructure and a broad set of services including the ability to share, edit, organize, store and print photos online. The HP photo-sharing web site, www.Cartogra.com, is an Internet service that allows consumers to easily share photos with family and friends, and safely store and organize photos online at no charge. More information about HP Cartogra Internet imaging solutions is available by contacting Ramon Garrido at ramon_garrido@hp.com.

About HP
Hewlett-Packard Company — a leading global provider of computing and imaging solutions and services — is focused on making technology and its benefits accessible to individuals and businesses through simple appliances, useful e?services and an Internet infrastructure that's always on.

HP has 86,000 employees worldwide and had total revenue from continuing operations of $42.4 billion in its 1999 fiscal year. Information about HP and its products can be found on the World Wide Web at http://www.hp.com.

About Shutterfly's Printing Service
Shutterfly uses VividPics® technology to ensure that all photos are enhanced for color and clarity. Shutterfly guarantees that all photos will be printed within 24 hours at its new state-of-the-art, fully-automated facility. Customers have the option of ordering pictures of all sizes, and with Shutterfly's "one-click, send to many" ordering and new international shipping, Best Buy Photo center customers have the opportunity to mail their photos to friends and family around the globe with a simple click of the mouse.

About Shutterfly
Shutterfly is a new kind of photo service that makes it simple, convenient and fun for people to take and share pictures. With only the Internet and a camera, Shutterfly users can easily enhance, personalize, store and share photos. Most importantly, they can transform their digital pictures into 35mm-quality prints and have them mailed to friends and family, all over the world. PC Magazine recently selected Shutterfly as the best online photo service, granting Shutterfly its coveted Editors' Choice Award and rating the service "Excellent" with a five-dot rating — the highest rating available. Shutterfly services are available at www.shutterfly.com and through partners including Yahoo!, Adobe and PhotoPoint. The privately held company is headquartered in Redwood Shores, California and is backed by Jim Clark, Mohr Davidow Ventures, Adobe Ventures and Tom Jermoluk. For more information

about the company, visit www.shutterfly.com.

About Best Buy
Minneapolis-based Best Buy Co., Inc. (NYSE: BBY) is the nation's number one specialty retailer of consumer electronics, personal computers, entertainment software and appliances. The company reaches consumers nationwide through its more than 350 retail stores located in 40 states and online at www.BestBuy.com.

# # #

Shutterfly, Shutterfly.com, the Shutterfly logo and VividPics are trademarks of Shutterfly, Inc. All other trademarks and product names are the property of their respective owners.

**Learn more | Pricing | Customer support | Terms & conditions | Privacy policy | Site map
About us | Affiliate center | Business solutions | Pro gallery | Wireless | FREE software**

Home

I3A
About I3A
News & Events
Press Center
Member Listing
Research & Reports
Government Affairs
Contact I3A
Join I3A
Members Login

TECHNICAL
I3A Standards
ISO Activities
Downloads
Links

SEARCH

International Imaging Industry Association

Press Releases

Get all
The Dirt
on I3A

News & Events
Press Releases
Events
Newsletters

FOR IMMEDIATE RELEASE
5/24/00

SmashCast to Offer Web Movie-making Capabilities for HP Cartogra.com Photo Sharing Members

SmashCast Online Production Studio and Broadcasting Network Enriches Photo-Sharing Experience

SAN FRANCISCO, Calif. - May 24, 2000 - SmashCast, the premiere online production studio and broadcasting network, today announced plans to offer Web Movie-making capabilities on the HP photo sharing Web site, Cartogra.com. Beginning in July, HP Cartogra.com photo sharing members will be able to produce and broadcast Web Movies using personal digital images and other licensed content.

"We're pleased to offer our HP Cartogra.com photo sharing members the ability to incorporate music and text with digital images, which we believe adds enormous value to the photo-sharing experience," said Dan Gilbert, general manager of HP's Digital Imaging Solutions. "These capabilities not only benefit our members, but any of our partners who utilize HP Cartogra photo sharing solutions for uploading and posting images to their Web sites."

Using the SmashCast online production studio, HP Cartogra.com photo sharing members will be able to quickly and easily add music, text, animation and other licensed content to digital images to produce and broadcast Web Movies. Members will be able to upload photos directly from their desktop, transfer photos from online albums, or select images from HP Cartogra photo sharing solutions' gallery of public photos. Each Web Movie will be hosted at a private URL, enabling users to invite family, friends or business associates back to HP Cartogra.com photo sharing to view it as often as they wish.

"Working with an industry leader like HP demonstrates the wide acceptance and excitement that the SmashCast technology is generating," said Dan Hobin, founder and CEO, SmashCast. "As a company we are committed to empowering our business partners with cutting-edge tools that provide compelling interactive experiences for their customers."

A private-label SmashCast application will be designed uniquely for HP Cartogra.com photo sharing.

About HP Cartogra Photo Sharing Solutions
The HP (HWP - NYSE) photo sharing Web site, Cartogra.com, is an Internet service

that allows consumers to easily share photos with family and friends. HP Cartogra.com allows members to safely store and organize photos online at no charge. HP's goal is also to develop strategic alliances with online businesses interested in offering consumers a rich, photo sharing experience using HP Cartogra photo sharing solutions. Information about such alliances is available by calling HP Cartogra photo sharing solutions business development at (858) 655-3352 or by sending a fax to (858) 655-7640.

About SmashCast
SmashCast, the premiere online production studio and broadcasting network, delivers the creative power of Hollywood to anyone with a browser. Through any SmashCast Studio Partner, users can produce and broadcast their own Web Movie or commercial using personal digital photos and other licensed content. Current SmashCast partners include Kodak, PhotoPoint, Zing and the San Francisco Giants. Founded in March 1999, SmashCast evolved from Mslide, a free web-based application that enables users to create a streaming slideshow. SmashCast is privately funded by Canaan Partners and Rembrandt Venture Partners, and based in San Francisco, California. For additional information, please visit http://www.smashcast.com.

SmashCast is a registered trademark of SmashCast Incorporated. All other product and brand names are trademarks of their respective owners.

# # #

For more information, contact:

Lori Brandi
SmashCast
415-296-5633
lorib@smashcast.com